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1. A protective barrier cover for use with a substantially semi-circular barrier post, said cover comprising:

a substantially semi-circular body having first and second elongated planar and

4 semi-circular surfaces;

the first and second semi-circular surfaces having top, bottom, and side edges;

the top and side edges of the first and second semi-circular surfaces being adjoined and separated by a distance that defines an interior cavity; and

the interior cavity dimensioned to receive the semi-circular guard post in slip fit engagement.

2 planar and semi-circular surfaces is disposed with an advertising display.

3. The protective cover/of claim 1 wherein said semi-circular body is disposed with a fastening means for/securing to a fixed surface.

4. The barrier cover of claim 2 wherein the advertising display is a message of stenciled letters.

5. The barrier cover of claim 2 wherein the advertising display is an electrical/electronic circuit comprising one or more lighting elements configured to display a message or image.

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6. The barrier cover of claim 2 wherein the advertising display is one or more magnetically mounted objects of a ferro-magnetic material disposed on metallic surface.

The barrier cover of claim 2 wherein the advertising display is Velcro materials or a chalkboard surface.

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